

**THE 48TH UNION WORLD
CONFERENCE ON LUNG HEALTH**

11–14 OCTOBER 2017
GUADALAJARA, MEXICO

**PROMOTIONAL
AND SPONSORSHIP
OPPORTUNITIES**

**ACCELERATING
TOWARD
ELIMINATION**

Join us at the 48th Union World Conference on Lung Health

The International Union Against Tuberculosis and Lung Disease (The Union) is pleased to invite your organisation to participate in, exhibit at or sponsor the 48th Union World Conference on Lung Health in Guadalajara, Mexico, 11–14 October 2017.

The Union World Conference is a vital meeting place for the finest scientific minds working on all aspects of lung health. This year's theme, *Accelerating Towards Elimination*, will address a number of critical areas such as the elimination of tuberculosis (TB), HIV and the stigma that surrounds both diseases, scaling up elimination of tobacco use and elimination of local and global threats to our collective lung health. The conference will also discuss elimination of the current roadblocks to innovation and accelerating sustainable health solutions for men, women and children around the world.

This year's conference will be held in Guadalajara, Mexico, a vibrant city, rich in history and cultural treasures. With an extensive network of hospitals and universities, biotech companies and community programmes, Guadalajara is a leader in medical, social and political aspects of lung health.

The conference provides an excellent opportunity to connect exhibitors and sponsors with delegates leading the work in TB and lung health around the world. By promoting your company or organisation at the Union World Conference, you will:

- Connect with over 3,000 delegates and speakers, including renowned experts, government representatives, public health officials, policy-makers and opinion leaders.
- Showcase your products or services to leaders in TB and lung health from over 125 countries.

- Participate in the largest international event focusing on lung health issues as they affect low- and middle-income countries.
- Build contacts and strengthen networks year after year.
- Support the continued efforts to eliminate TB.
- Gain visibility and recognition in the world of lung health.

In this document you will find various ways in which you can partner with The Union as an exhibitor or sponsor and promote your company or organisation. Opportunities include exhibition spaces, satellite sessions, new options for print and digital advertising, distribution of branded marketing materials and sponsorship of a service, event or area.

If you need further information about sponsorship, advertising or other opportunities, please contact guadalajara2017@theunion.org

We look forward to partnering with you.

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About The Union and the Union World Conference on Lung Health

The Union was founded in Paris in 1920 as a federation of 31 national lung associations that joined together to fight TB.

The Union has been at the centre of global efforts to prevent, treat and control TB since its founding and has now grown to be a federation of thousands of members active in nearly 150 countries.

This annual international conference on TB and lung health issues has been an integral part of The Union's work since shortly after its founding. Today, the Union World Conference on Lung Health attracts thousands of delegates who come to learn about the latest research, programmatic and policy developments; share their successes and challenges; and re-connect with others dedicated to our common cause: health solutions for the poor.

The Union is excited to be hosting the 48th Union World Conference on Lung Health in Guadalajara, Mexico. The 2017 conference will welcome over 3,000 lung health professionals, policy-makers, advocates and community representatives to participate in the four-day programme, including over 150 sessions from presenters from around the world. The conference will also host a space for community involvement and grassroots advocacy, an array of pre-conference events and side-meetings, a meeting of the Global TB Caucus of Parliamentarians from around the world, and a number of other conference activities and side-meetings hosted by various groups and organisations.

RECENT ATTENDANCE FIGURES

Paris 2013		Barcelona 2014		Cape Town 2015		Liverpool 2016	
TOTAL		TOTAL		TOTAL		TOTAL	
PARTICIPANTS:		PARTICIPANTS:		PARTICIPANTS:		PARTICIPANTS:	
3,000		3,300		3,800		3,000	
USA	387	USA	478	South Africa	1300	USA	489
South Africa	153	Spain	273	USA	557	United Kingdom	435
India	142	India	191	India	204	India	176
United Kingdom	135	South Africa	165	United Kingdom	164	South Africa	159
France	121	United Kingdom	154	Switzerland	123	Switzerland	125
Switzerland	121	Switzerland	123	France	85	The Netherlands	93
Russian Federation	83	The Netherlands	97	The Netherlands	76	France	90
The Netherlands	79	France	94	Nigeria	76	China	88
Nigeria	65	China	87	Kenya	69	Nigeria	78
Brazil	60	Russian Federation	83	China	61	Canada	53

SCIENTIFIC PROGRAMME

Abstract and session submissions have come from professionals working in a variety of fields, from scientific researchers and clinicians to community advocates and public health workers. Research presented will be drawn from nearly 2,000 submissions from around the world and organised by tracks.

SOME OF OUR PREVIOUS EXHIBITORS AND SPONSORS

Abbott Molecular	Lilly MDR-TB Partnership
Aeras	Longhorn Vaccines and Diagnostics LLC
Aeromed Inc	Lupin Limited
Air Filter Maintenance Services (AFMS)	Macleods Pharmaceuticals Ltd
ALERE International LTD	Management Sciences for Health
American Thoracic Society (ATS)	McLeods Pharmaceuticals Ltd
BD Diagnostics	minXray, Inc.
BioContainment Infrastructure Services	National Tuberculosis Programme Brazil
bioMérieux	National Tuberculosis Programme Pakistan
Capitalbio Corporation	NIPRO Corporation
Carl Zeiss Microscopy GmbH	Oficina de Convenciones y Visitantes de Guadalajara
Cepheid	Oxford Immunotec LTD
Delft Imaging Systems	Q2 Solutions
Diagnostica mbH	Qiagen GmbH
DNA Genotek	QUINTILES
Eli Lilly and Company	Sanofi
Emocha Mobile Health	Statens Serum Institut
Equity Pharmaceuticals (pty) Ltd	Svizera Europe B.V.
European and Developing Countries Clinical	SystemOne
European Respiratory Society	TB Education and Training Materials Display
Expertise France	Trials Partnership, EDCTP
FIND	University Research Co.,LLC
G.L.A.	Veredus Laboratories Pte Ltd
Germfree Laboratories, Inc.	Vital Strategies
Global Alliance for TB Drug Development	WHO- Stop TB Partnership
Global Asthma Network	World Health Organization
Hain Lifescience SA (Pty) Ltd	
Human Gesellschaft für Biochemica und Diagnostica mbH	
IDA Foundation	
INCURE	
Japan Anti-Tuberculosis Association (JATA)	
Jhpiego	
Johnson & Johnson Global Public Health	
KNCV Tuberculosis Foundation	
Laboratory Infrastructure Solutions (LIS)	

Exhibition spaces

The Union offers a unique opportunity for exhibitors to showcase their products and services to more than 3,000 delegates coming from all over the world, interested in all areas of lung health.

The Union's conference exhibition area also provides excellent opportunities for networking with delegates and other exhibitors. A variety of companies, development agencies, non-governmental organisations (NGOs) and other health organisations exhibit at the conference.

This year, exhibition spaces will be located next to the Plenary Hall, near the scientific poster area. The hall will sell hot and cold refreshments, coffee and snacks and have rest areas for delegates. Thanks to their placement near The Union Village, poster displays, and the Plenary Hall, exhibitors will benefit from being at the centre of the conference activities, bringing a steady flow of delegates to their stands.

A list of exhibitors will be published on the website and in the final programme thus increasing exhibitors' exposure.

Discounted booths are offered to Union organisational members and NGOs.

Additional exhibitors badges may be purchased for 50 euros.

Booths are allocated on a first-come first-served basis and all requests for exhibition spaces must be received by 17 August. Book early to secure your space.

BOOTH SPACE OPTIONS AND PRICES (PER M²)

Standard booth: 9m² (3x3)

Organisations may book one or more unit(s) of 9m²

Space only – Price per m²

Industry	€375
NGO ¹	€325
Union Organisational Members	€300

¹ NGO with an annual spending of €20M+ will be billed at the industry rate

Shell scheme booths – Price per m²

Industry	€475
NGO ¹	€425
Union Organisational Members	€375

¹ NGO with an annual spending of €20M+ will be billed at the industry rate

IMPORTANT DATES

Exhibition set-up

11 October, 14:00 – 18:00

Exhibition days

12 – 14 October

Exhibition dismantling

Saturday, 14 October, 14:00 – 18:00

Please note that timings are subject to change.

Exhibition Area opening hours

Thursday, 12 October	08:30 – 17:00
Friday, 13 October	08:30 – 17:00
Saturday, 14 October	08:30 – 14:00

Exhibition spaces (continued)

SPACE ONLY BOOTHs INCLUDE:

- General ambient light
- List of exhibitors published in the conference programme and on the conference website
- Customer service during the installation and dismantling periods, as well as during the conference
- Three exhibitor's badges per 9m² booth (exhibitor badges do not give access to scientific sessions)
- Daily cleaning of the exhibition area
- Surveillance of the public areas of the exhibition. The booths themselves and their contents remain under the exhibitor's responsibility.

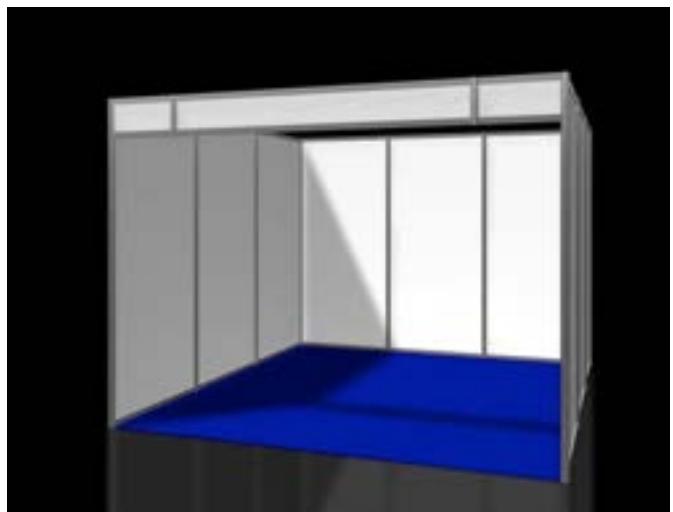


Layout Plan

To reserve your exhibition space please complete the [reservation form](#) and return it to the Conference Secretariat at guadalajara2017@theunion.org

SHELL SCHEME BOOTHs INCLUDE:

- Basic booth structure
- Fascia board with company name
- Carpet
- General ambient light
- Power source
- List of exhibitors published in the conference programme and on the conference website
- Customer service during the installation and dismantling periods, as well as during the conference
- Three exhibitor's badges per 9m² shell scheme booth, (exhibitor badges do not give access to scientific sessions)
- One day pass per 9m²
- One delegate badge per 18m² shell scheme booth
- Daily cleaning of the exhibition area
- Surveillance of the public areas of the exhibition. The booths themselves and their contents remain under the exhibitor's responsibility.



See [terms and conditions](#) for additional information.

Satellite sessions

Satellite sessions are organised and supported by individuals, non-profit groups, organisations, or commercial entities. The Union offers these groups the opportunity to showcase their work, research and programmes, or draw more attention to a specific subject or area by organising a satellite. These sessions are scheduled outside of the core programme and are announced via the online app, the website and in the official programme of the conference.

- Satellite sessions will be held on 12, 13 and 14 October outside of the core programme hours, 75 minute sessions in the morning or 90 minute sessions in the evening.
- Sessions will be reviewed for compliance with The Union's mission and vision.
- There will be two rounds of review and notification. Satellite sessions submitted before 3 July will receive notification in mid-July and will have priority in the selection of time slots. **If there are still spaces available**, there will be a second round for reviewing sessions submitted between 15 July and 5 September, with notifications sent in mid-September.
- The session organiser is responsible for the session, including communicating with speakers and promptly informing the Secretariat of changes.
- The satellite session organiser should ensure costs of travel, accommodation and registration for the speakers and chairpersons will be covered.
- Full payment must be made within six weeks of approval. If no payment is received, the slot will be allocated to another satellite.

See our [guidelines and submission platform](#) for additional information.

ROOMS AND RATES

MORNING SESSION (75 minutes)

Room Capacity	Non-Commercial	Commercial*
< 100	€3,300	€6,500
100 – 200	€4,300	€8,500
250 – 400	€5,300	€10,500

EVENING SESSION (90 minutes)

Room Capacity	Non-Commercial	Commercial*
< 100	€4,500	€8,700
100 – 200	€5,500	€10,700
250 – 400	€6,500	€12,700

*Non-commercial organisations with an annual spending of €20M+ will be billed at the commercial rate

Rates include:

- Room signage before the session
- Availability of the session room stage 15 minutes before the beginning of the session
- Sound and basic audio-visual equipment.
- Details of the session and speakers in the printed and online conference programme
- Hyperlinked logo on the conference website
- Complimentary registrations depending on the room capacity
 - < 100 = one day pass
 - 100 – 200 = two day passes
 - 250 – 400 = one full conference registration

See [terms and conditions](#) for additional information.

Organisations interested in hosting a **pre-conference or side meeting** are also welcome to contact the Conference Secretariat at guadalajara2017@theunion.org

Print, digital and on-site advertising opportunities

PRINT ADVERTISING

Print adverts can be included in the following materials:

Conference programme or pocket programme

Distributed on-site, the programme is a resource for all delegates and provides high-visibility advertising to your company or organisation.

Inside cover	€5,000
205x297mm, 300dpi minimum, embedded fonts, PDF file is preferred (tif or eps are accepted), 7mm bleeds for right or left side and crop marks.	

Inside full page	€4,000
210x297mm, 300dpi minimum, embedded fonts, PDF file is preferred (tif or eps are accepted), 5mm bleeds and crop marks.	

Half page	€2,000

Quarter page	€1,000

Pocket programme	€3,000

Conference bag inserts	€2,500
Include a flyer or leaflet in the conference bags, distributed to all delegates. Four pages maximum, no larger than A4. Space limited.	

Literature table	€1,000
Display publications, brochures or other literature on a centrally located stand in the exhibition area. 500 pieces, 100 pages maximum, no larger than A4.	

See [terms and conditions](#) for additional information.

DIGITAL ADVERTISING

We offer numerous digital advertising opportunities:

Digital abstract book	€8,000
The digital abstract book is a supplement of the International Journal of Tuberculosis and Lung Disease (IJTLD). Publicly available to Journal subscribers directly following the conference it remains online indefinitely. Rate includes partners' logos on selected pages and a bookmarked advertisement displayed near the table of contents.	

Conference app daily banner	€2,500
The conference app helps onsite and virtual participants better navigate the conference, access abstracts, slides and session recordings and plan their agendas. The app provides highly visible advertising opportunities.	

Monthly conference newsletter ad	€1,500
Include a banner or digital ad in the conference newsletter, sent to nearly 30,000 recipients each month from January to October.	

See [terms and conditions](#) for additional information.

Print, digital and on-site advertising opportunities

ON-SITE ADVERTISING AND PROMOTION

T-shirts, conference bags or lanyards **€10,000**

Display a company or organisation logo on the official delegate conference bags, delegate registration badge lanyards, or T-shirts worn by conference volunteers onsite for the duration of the event.

Coffee breaks **€10,000 per coffee break**

Sponsor a mid-morning or mid-afternoon coffee break and have your company's or organisation's logo displayed around the coffee stations for the day.

Giveaways in conference bags* **€8,000**

Include branded giveaways, such as luggage tags, phone chargers, adaptors and more, in the conference bags distributed to all delegates.

*The partner is responsible for production and delivery of the materials to the conference centre unless otherwise stated.

Smartphone charging station **€6,000**

Nestled in the heart of the exhibition, your organisation could sponsor the first Union World Conference phone charging station. While standing by their charging phones, delegates would watch short videos promoting your work.

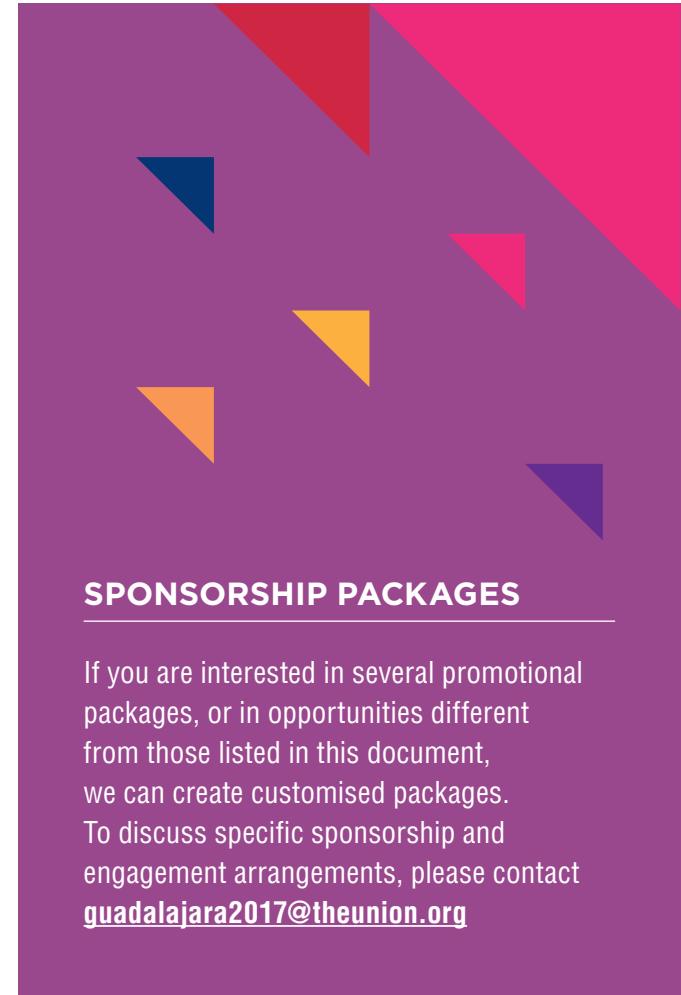
Simultaneous translation **€5,000 room/day**

Your company or organisation's logo would be displayed on signage outside the session room, at the headset collection point and interpreters would acknowledge your support verbally at the start of each session.

Session room slide **€1,000 room/day**

Ensure great attendance by promoting your satellite session, booth, onsite announcements or events with a session room slide. Displayed before and after each session in the room for the day.

See [terms and conditions](#) for additional information.



SPONSORSHIP PACKAGES

If you are interested in several promotional packages, or in opportunities different from those listed in this document, we can create customised packages. To discuss specific sponsorship and engagement arrangements, please contact guadalajara2017@theunion.org

Terms and Conditions

EXHIBITION SPACES

Book exhibition spaces early to secure your space. All requests for exhibition space must be received by 17 August.

Terms of payment

For exhibitors who book on or before 30 June:

- A 50% deposit is required upon reservation of the exhibition space
- The remaining 50% will be invoiced in August and payable upon receipt
- Full payment is possible upon reservation, if preferred.

For exhibitors who book after 30 June:

- 100% payment is required upon reservation.

Note

Any additional charges for furniture, decoration, increased electrical wattage and lights, etc. are to be covered by the exhibitor.

Conditions of cancellation

All cancellations must be made in writing to the Conference Secretariat and will be refunded according to the following conditions:

- Until 30 June: cancellation charge of 50%
- From 1 July: no refund

SATELLITE SESSIONS

All applications are subject to approval by The Union.

Terms of payment

Full payment must be made within six weeks of approval. If no payment is received, the slot will be allocated to another satellite.

PRINT, DIGITAL AND ON-SITE ADVERTISING AND PROMOTION

All applications are subject to approval by The Union. If you are interested in one or many of these opportunities, please complete the sponsorship form.

Terms of payment

Full payment is required upon booking.

Conditions of cancellation

All cancellations must be made in writing to the Conference Secretariat according to the following conditions:

- Until 30 June: cancellation charge of 50%
- From 1 July: no refund

Exhibition reservation form (page 1 of 2)

Please return to the Conference Secretariat at guadalajara2017@theunion.org

SECTION A : COMPANY INFORMATION

Organisation name

Contact person Position

Address

Post code..... City..... Country

Tel. Mobile

Tel. Mobile

Email
.....

Industry NGO Union Organisational Member

SECTION B : BOOTH RESERVATION

Space only Shell scheme booth

We require m² (minimum is 9m²)

Booth location number* 1st choice 2nd choice 3rd choice

*The exhibition floorplan will be distributed in early 2017. Organisations that book space before receiving the floorplan will have priority when choosing their booth location.

SECTION C : AMOUNT PAYABLE

PRICE INFORMATION	Space only (price per m ²)	Shell scheme booths (price per m ²)
Industry	€375	€475
NGO*	€325	€425
Union Organisational Members	€300	€375

*NGO with an annual spending of €20M+ will be billed at the industry rate.

SUMMARY m² x euros per m² = euros

SECTION D : TERMS OF PAYMENT

Terms of payment

- 50% of the fee upon booking, corresponding to euros.
(Payment of the balance to be paid upon receipt of the final invoice in August)
- Full payment upon booking.

Cancellation policy All cancellations must be made in writing to the Conference Secretariat according to the following conditions: Until 30 June: cancellation charge of 50%, no refund after that deadline.

Exhibition reservation form (page 2 of 2)

Please return to the Conference Secretariat at guadalajara2017@theunion.org

SECTION E : PAYMENT METHODS

- Bank transfer to "Union Conference" (please include a copy of the bank order with your booking form)

Bank references

Account holder: UICTMR (The Union)

Bank name: BNP PARIBAS

Bank address: Paris Associations, 8 rue Sainte Cécile, 75009 Paris, France

Bank code: 30004

Branch code: 00969

Account n°: 00010070621

Banking identification: 20

IBAN: FR76 3000 4009 6900 0100 7062 120

BIC: BNPAFRPPPAA

- International Credit Card (Visa, MasterCard, Amex)

I authorise The Union to debit my card with the amount of euros

Credit Card Number

.....

3-digit cryptogram (back of card) | | | |

Expiry date (month / year) |.....|.....|

Name of cardholder

Made on / /

Signature

TERMS OF PARTICIPATION

Official exhibit days: Thursday – Saturday, 12 – 14 October

Set-up: Wednesday, 11 October, 14:00 – 18:00

Dismantling: Saturday, 14 October, 14:00 – 18:00

- We hereby confirm that we have read, accept and will abide by the exhibition guidelines.

Sponsorship form (page 1 of 2)

Please return to the Conference Secretariat at guadalajara2017@theunion.org

SECTION A : COMPANY INFORMATION

Organisation name

Contact person Position

Address

Post code..... City Country

Tel. Mobile

Cell Email

SECTION B : SPONSORSHIP OPPORTUNITIES

Print advertising

Conference programme:

Inside cover	€5,000	<input type="checkbox"/>	On-site advertising and promotion		
Inside full page	€4,000	<input type="checkbox"/>	T-shirts, conference bags or lanyards	€10,000	<input type="checkbox"/>
Half page	€2,000	<input type="checkbox"/>	Coffee breaks	€10,000 per coffee break	<input type="checkbox"/>
Quarter page	€1,000	<input type="checkbox"/>	Giveaways in conference bags	€8,000	<input type="checkbox"/>
Pocket programme	€3,000	<input type="checkbox"/>	Charging station	€6,000	<input type="checkbox"/>
Literature table	€1,000	<input type="checkbox"/>	Simultaneous translation	€5,000 per room /day	<input type="checkbox"/>
Digital advertising			Session room slide	€1,000 per room/day	<input type="checkbox"/>
Digital abstract book	€8,000	<input type="checkbox"/>			
Conference app daily banner	€2,500	<input type="checkbox"/>			
Monthly conference newsletter	€1,500	<input type="checkbox"/>			

TOTAL euros

SECTION C : TERMS OF PAYMENT

Terms of payment Full payment is required upon booking.

Cancellation policy All cancellations must be made in writing to the Conference Secretariat according to the following conditions: Until 30 June: cancellation charge of 50%, no refund after that deadline.

Sponsorship form (page 2 of 2)

Please return to the Conference Secretariat at guadalajara2017@theunion.org

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Bank code: 30004

Branch code: 00969

Account n°: 00010070621

Banking identification: 20

IBAN: FR76 3000 4009 6900 0100 7062 120

BIC: BNPAFRPPPAA

- International Credit Card (Visa, MasterCard, Amex)

I authorise The Union to debit my card with the amount of euros

Credit Card Number

|.....|.....|.....|.....|.....|.....|.....|.....|.....|.....|.....|.....|.....|.....|.....|.....|

3-digit cryptogram (back of card) |.....|.....|.....|

Expiry date (month / year) |.....|.....|

Name of cardholder

Made on//

Signature

-
- We hereby confirm that we have read, accept and will abide by the exhibition guidelines.